



# **DNR**

## License sales overview and marketing efforts

House Natural  
Resources Committee  
April 28, 2022

# What do we sell?

Fishing licenses

Base hunting licenses

Deer tags

Bear tags

Elk tags

Furharvester (trapping)

Turkey (spring and fall)

Waterfowl

Camping and lodge reservations

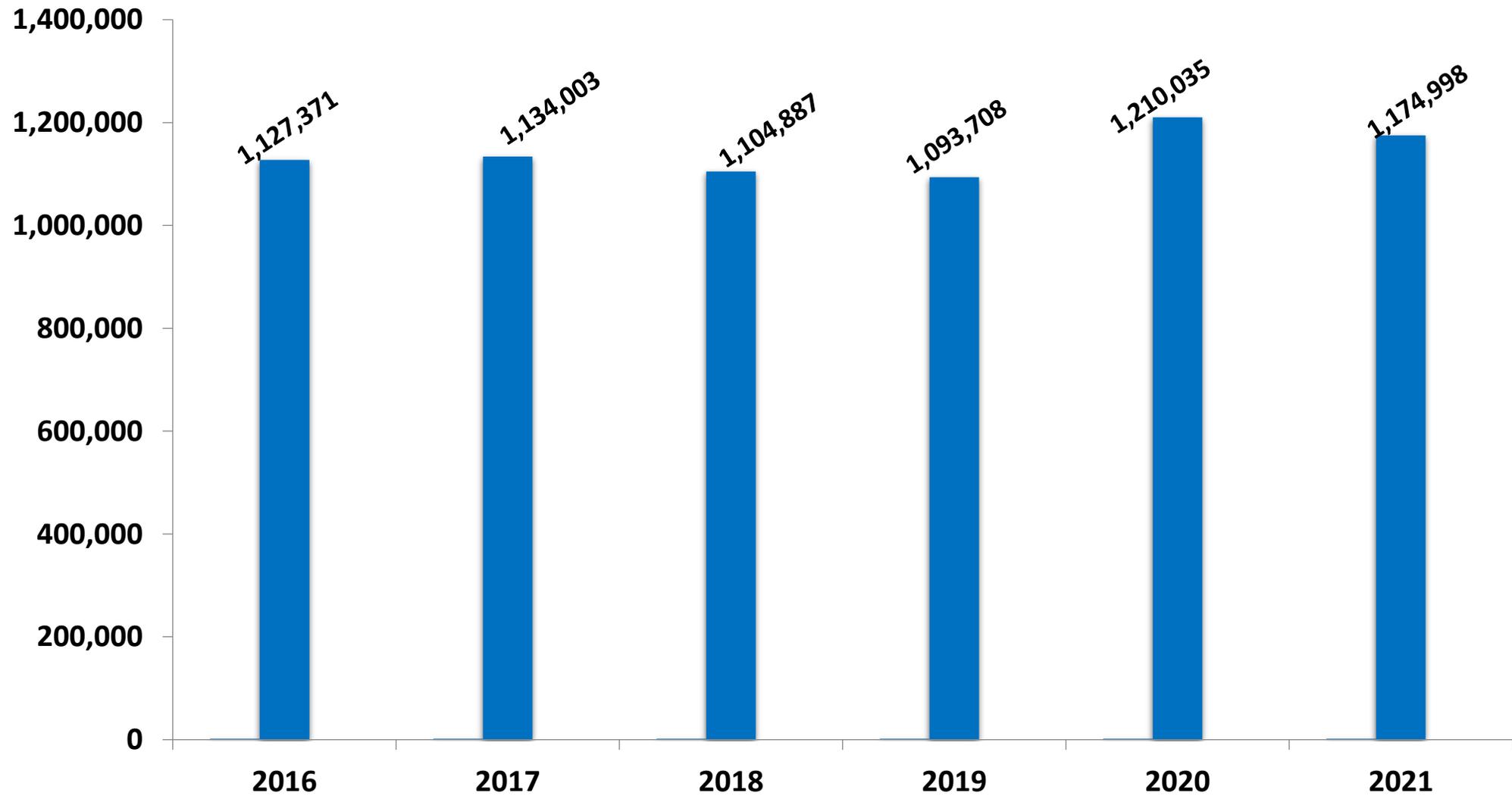
Harbor slips

ORV and trail permits

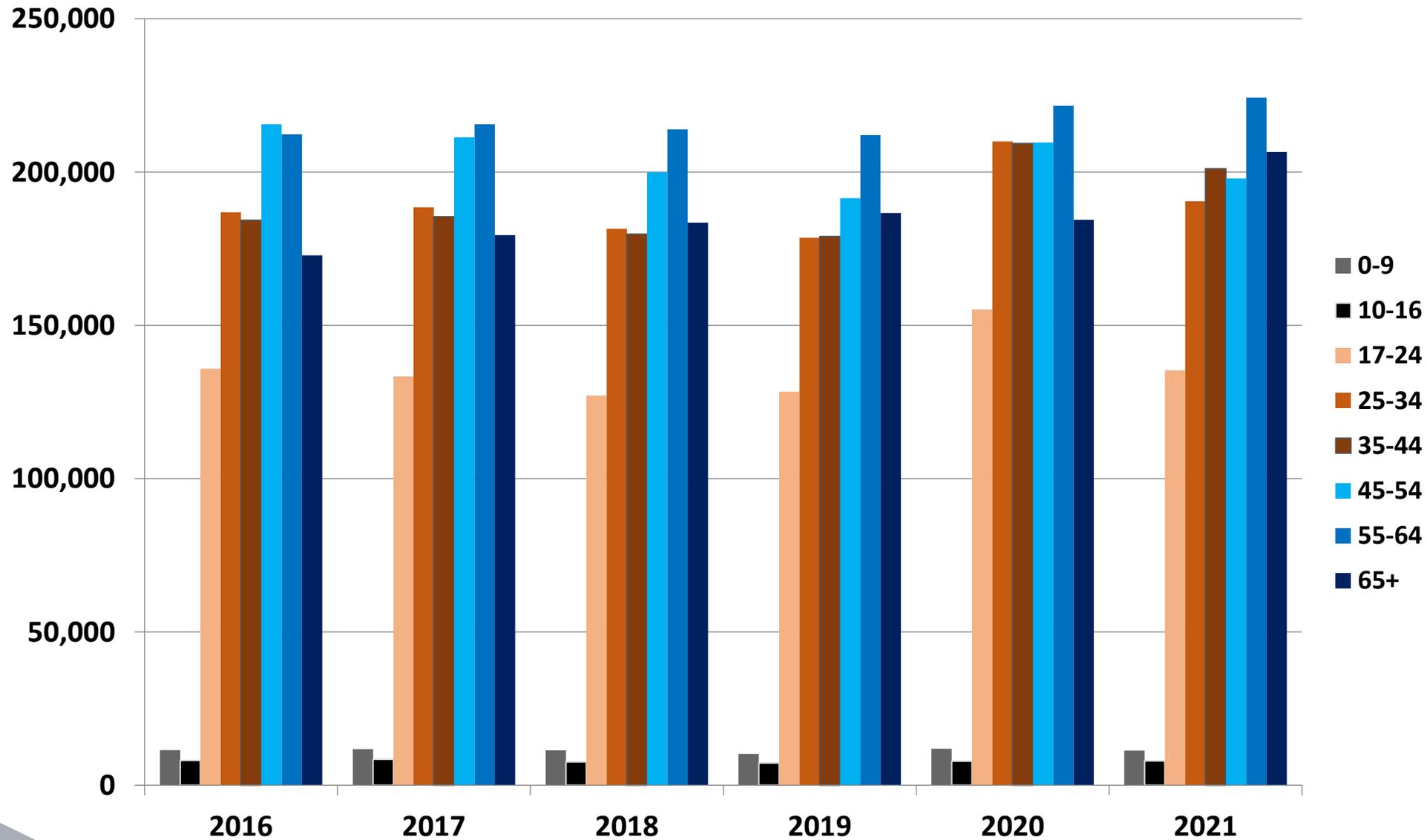
Snowmobile permits

Recreation Passports

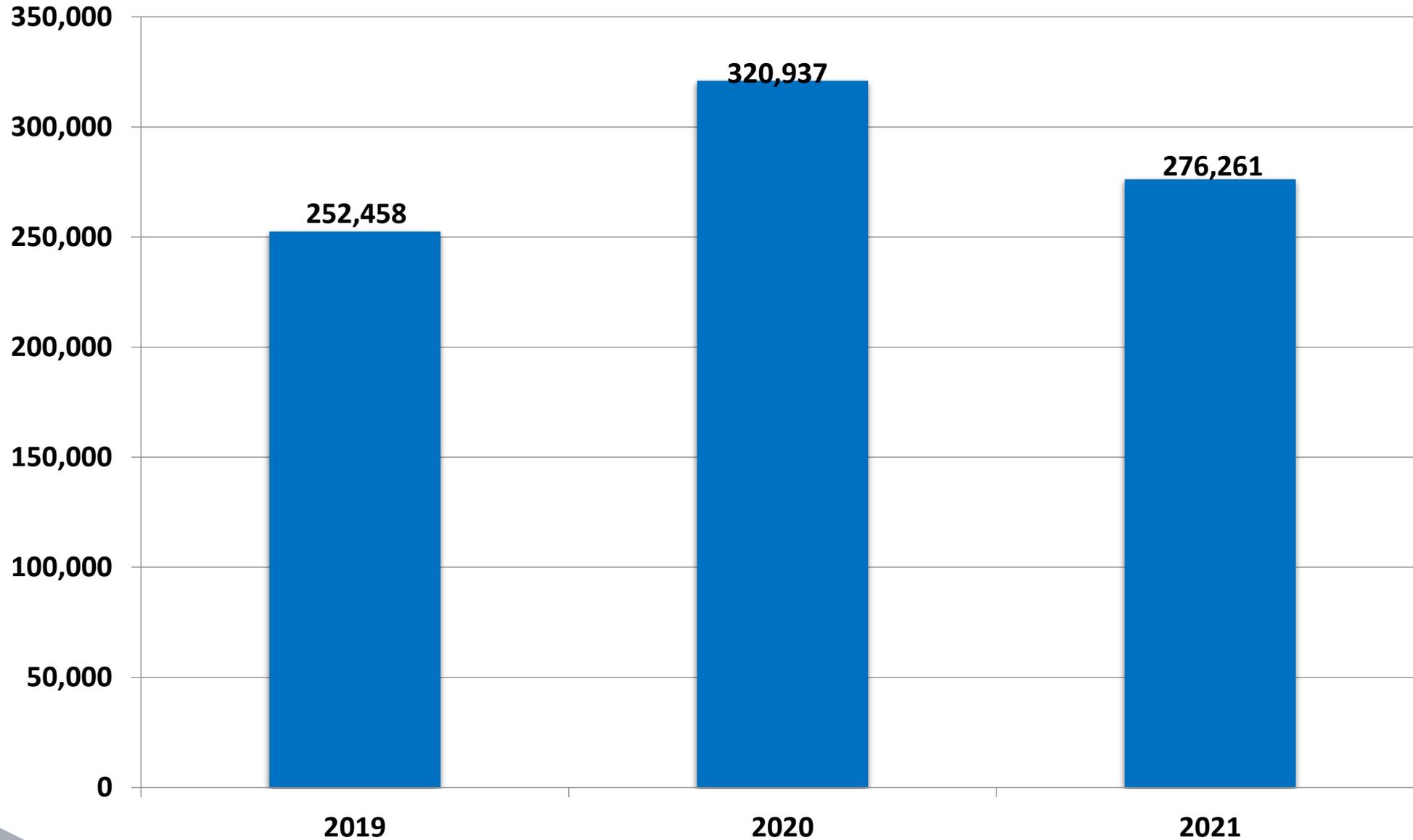
# Fishing Customers



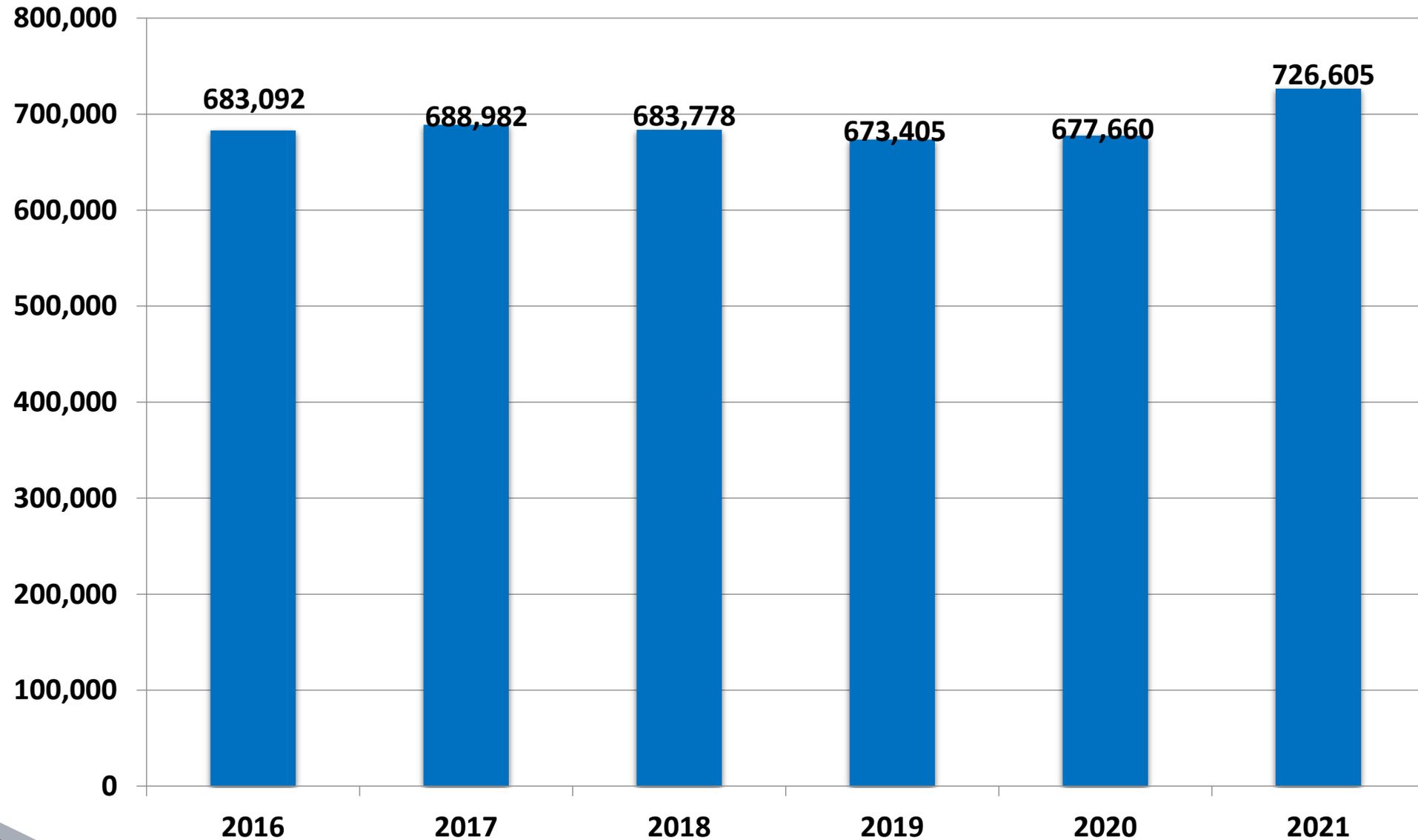
# Fishing Customers by Age



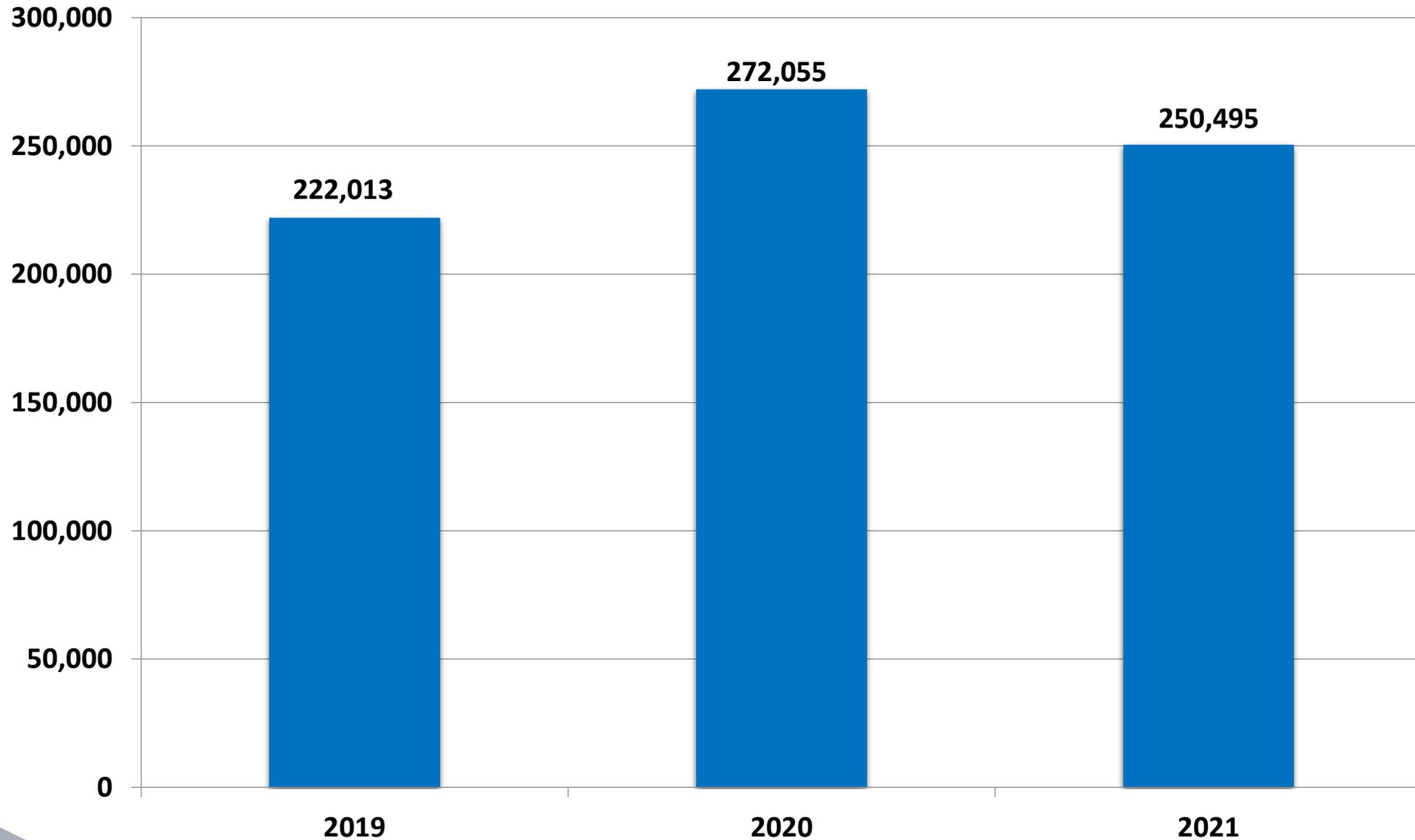
# New Fishing Customers



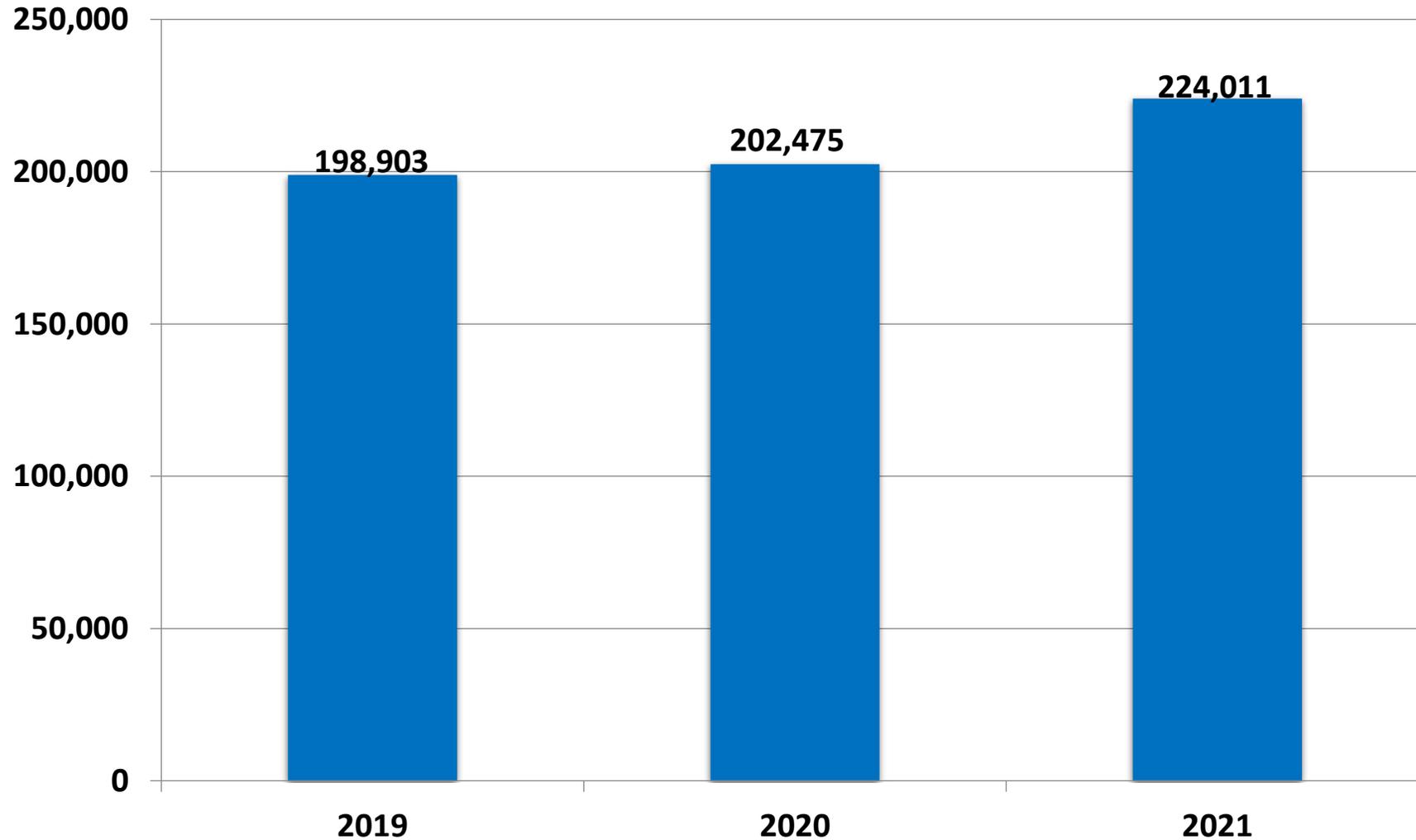
# Repeat Fishing Customers



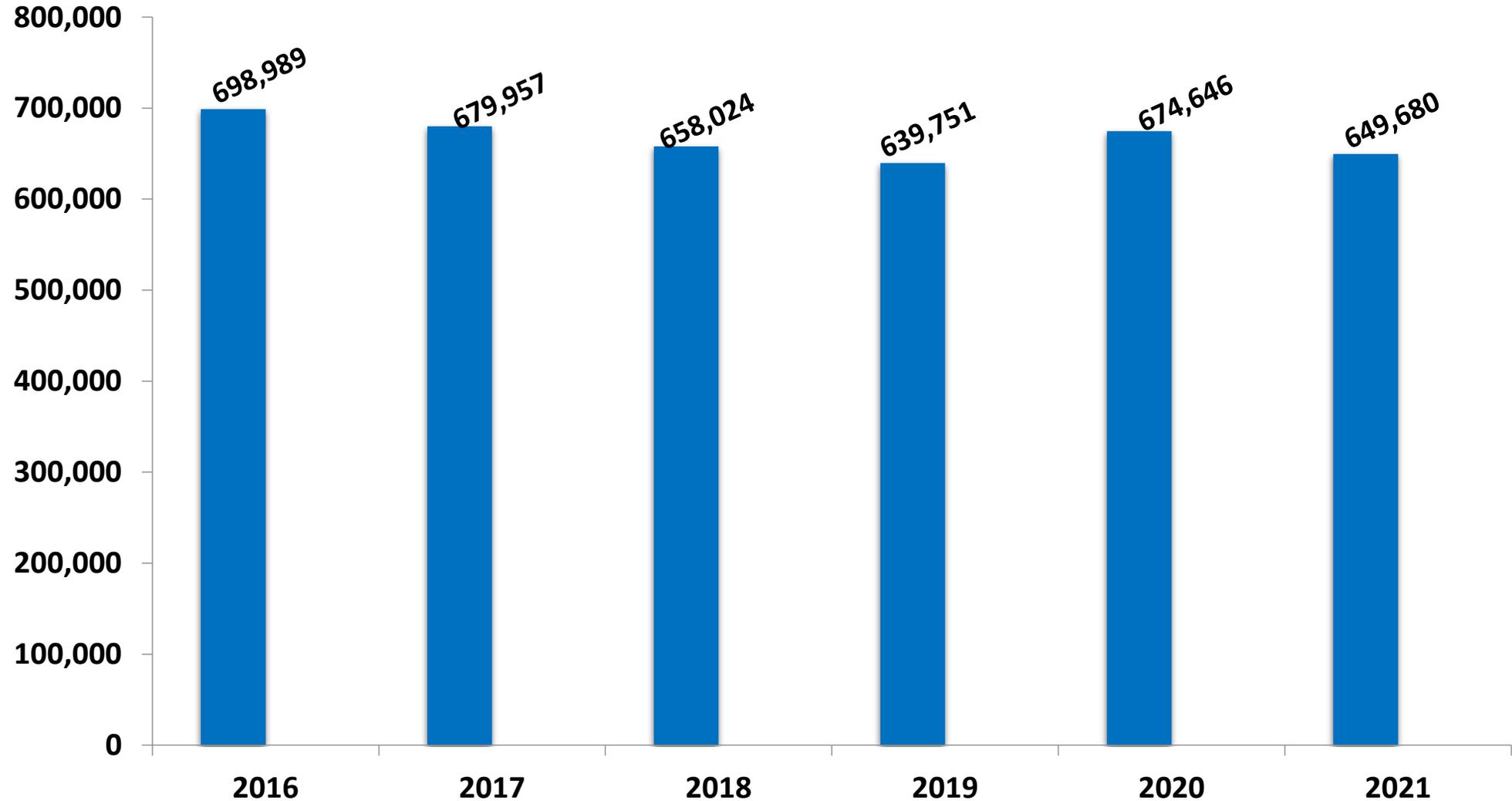
# Female Fishing Customers



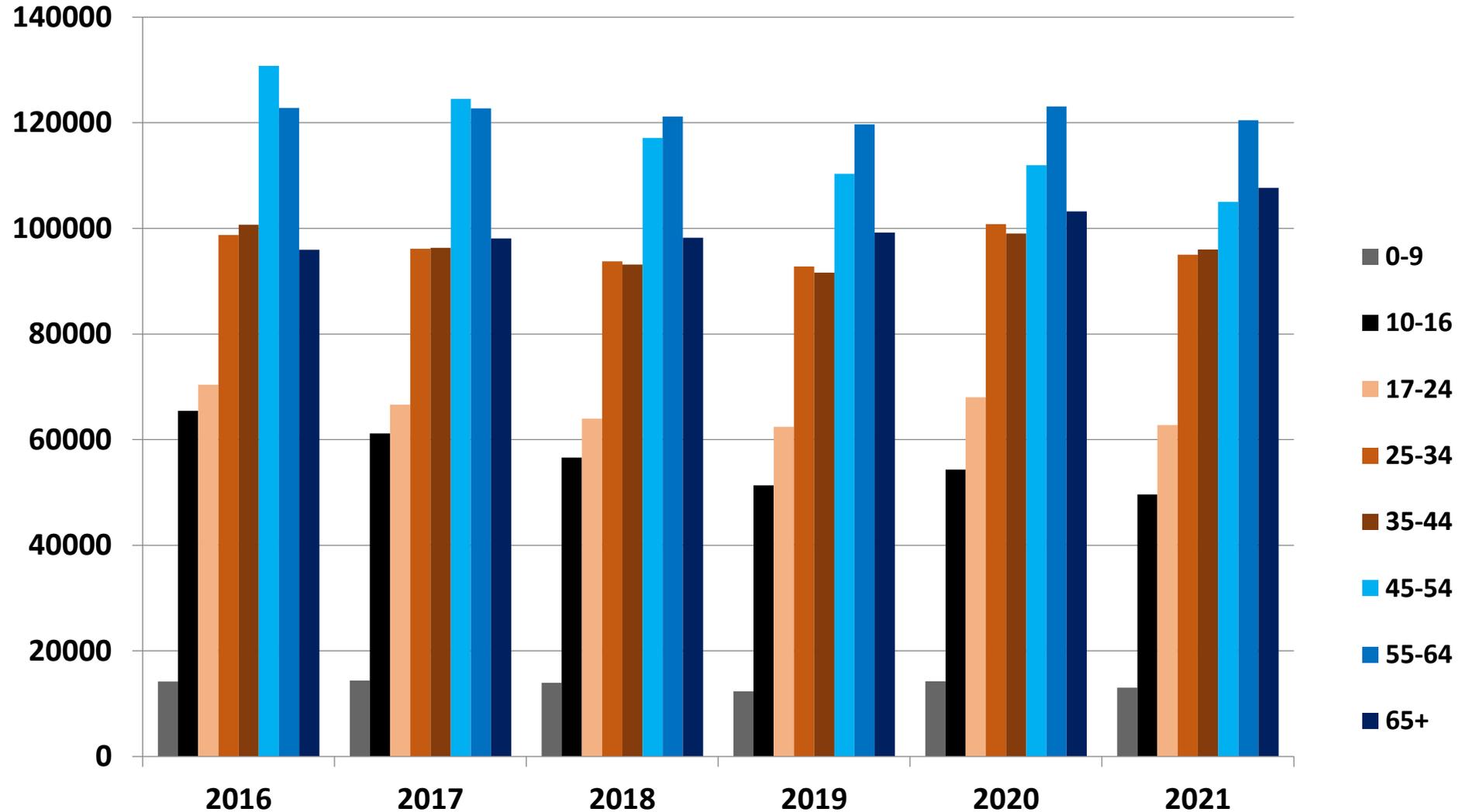
# Est. Nonresident Fishing Customers



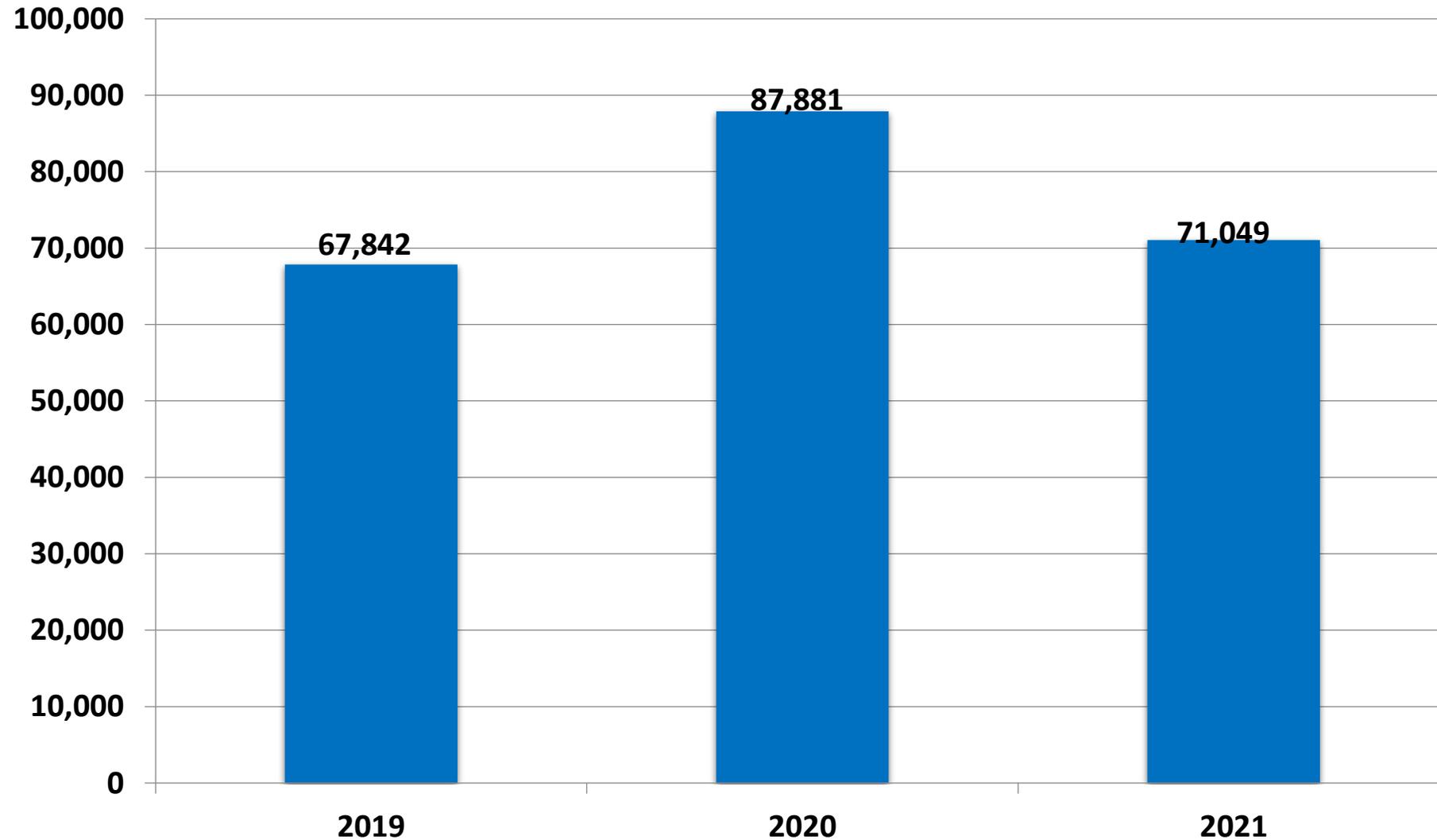
# Hunting Customers



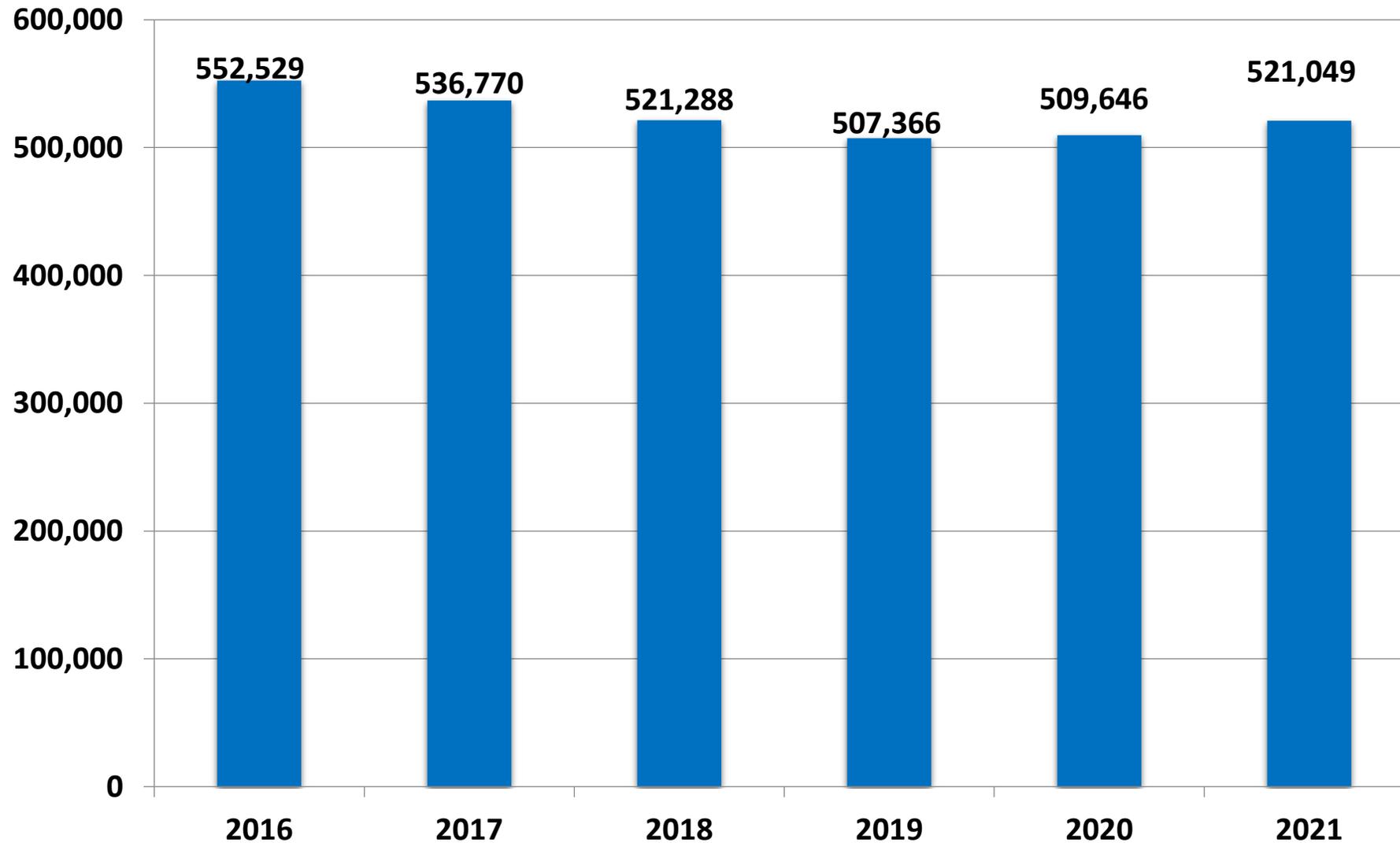
# Hunting Customers by age



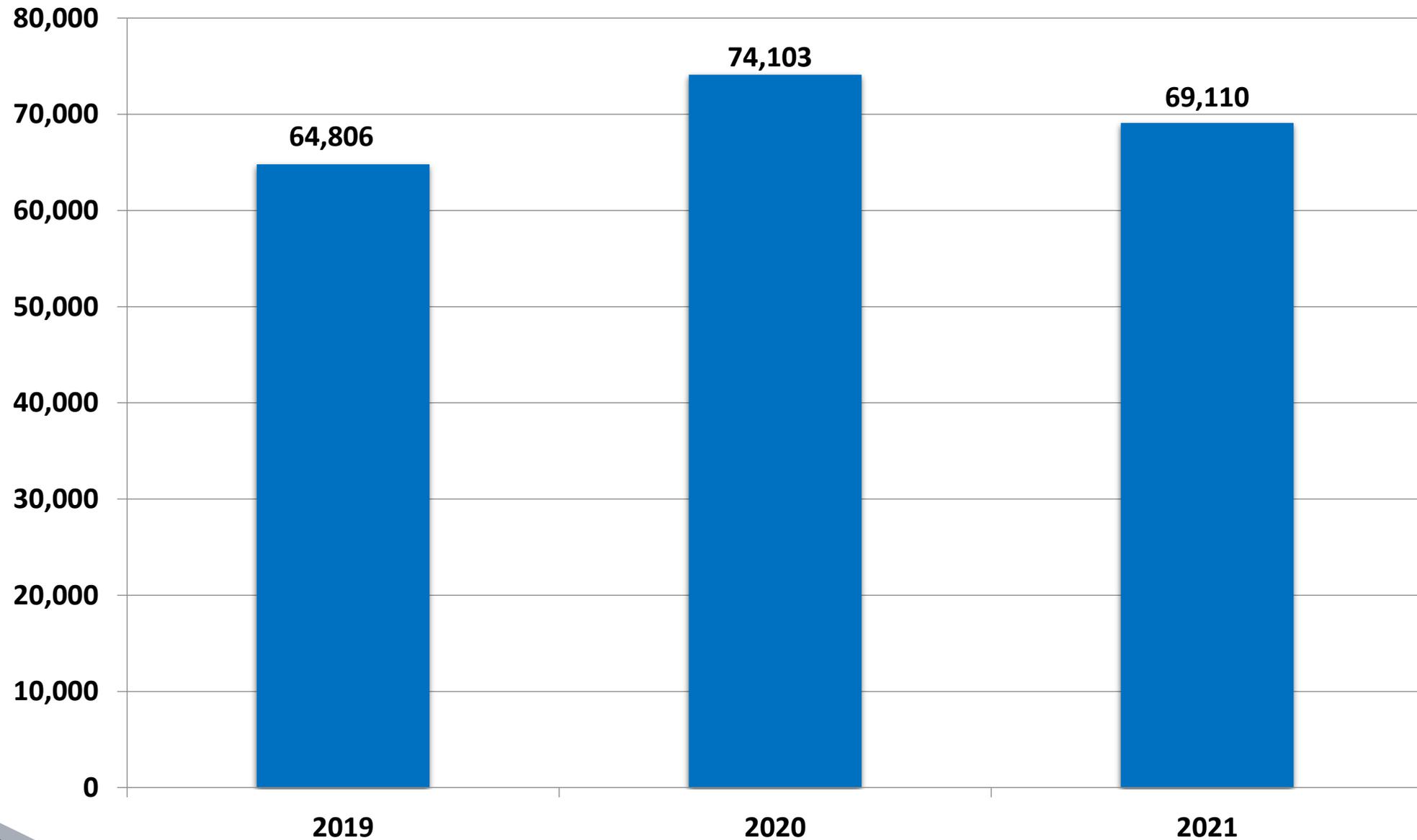
# New Hunting Customers



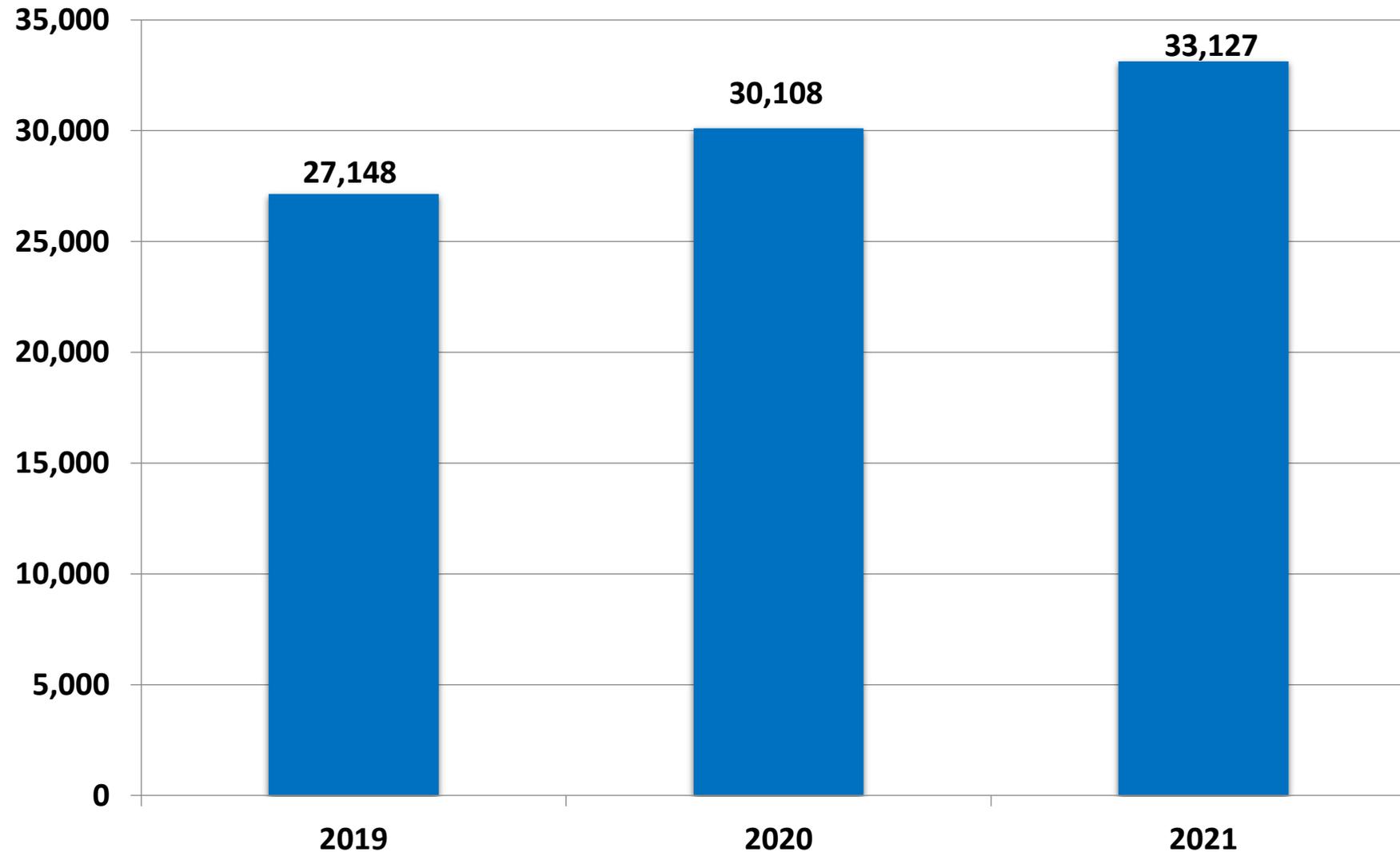
# Repeat Hunting Customers



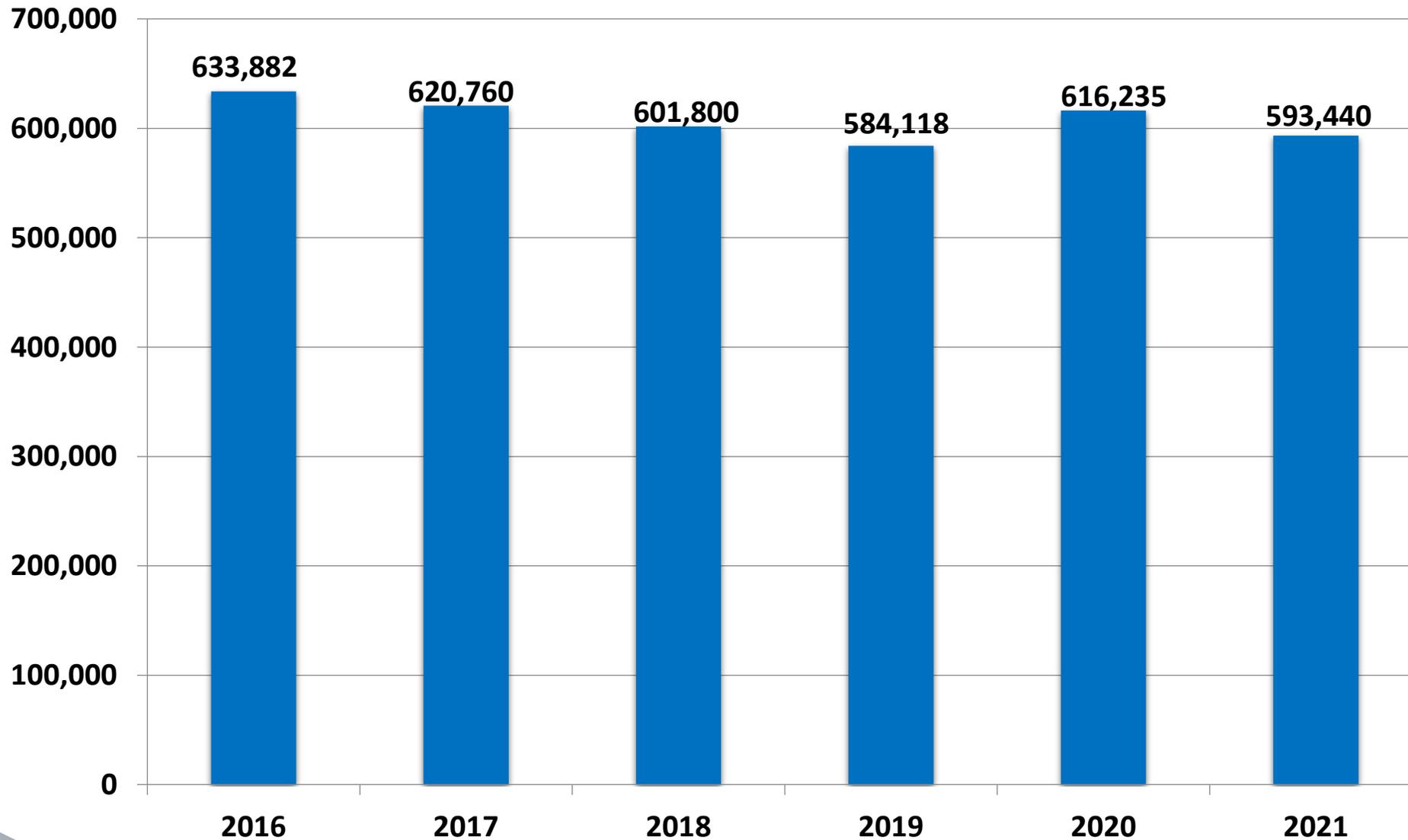
# Female Hunting Customers



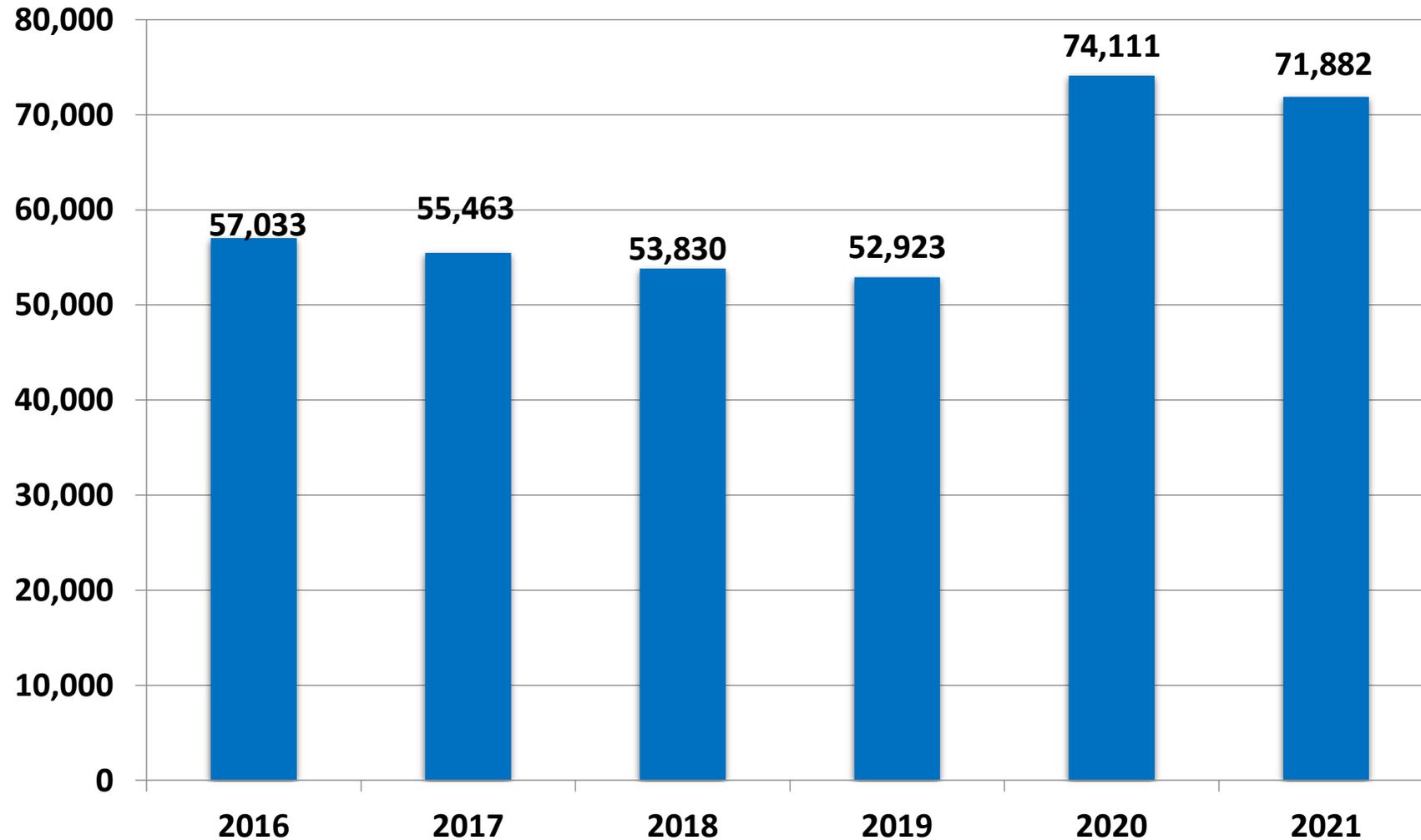
# Nonresident Hunting Customers



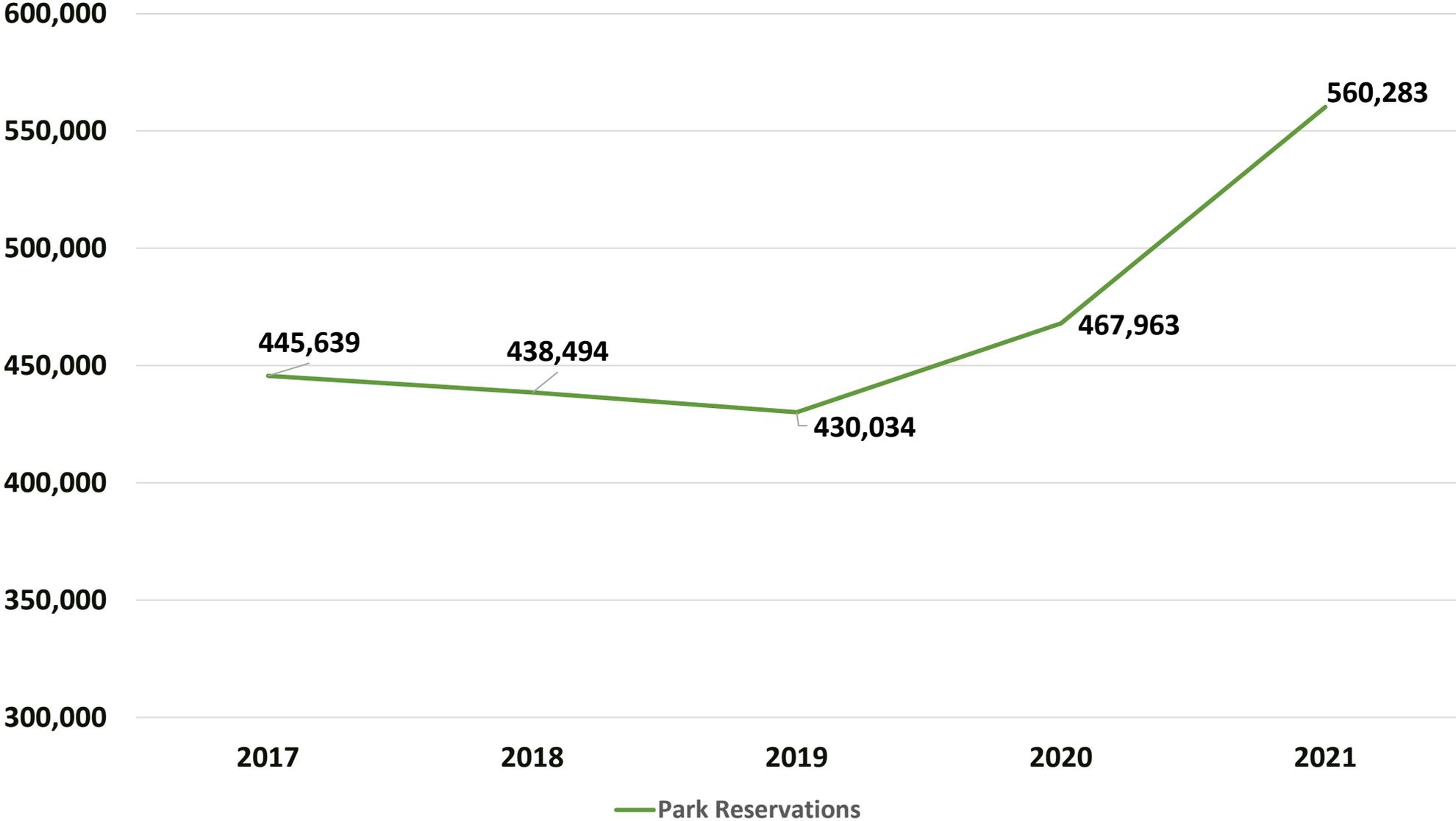
# Deer License Customers



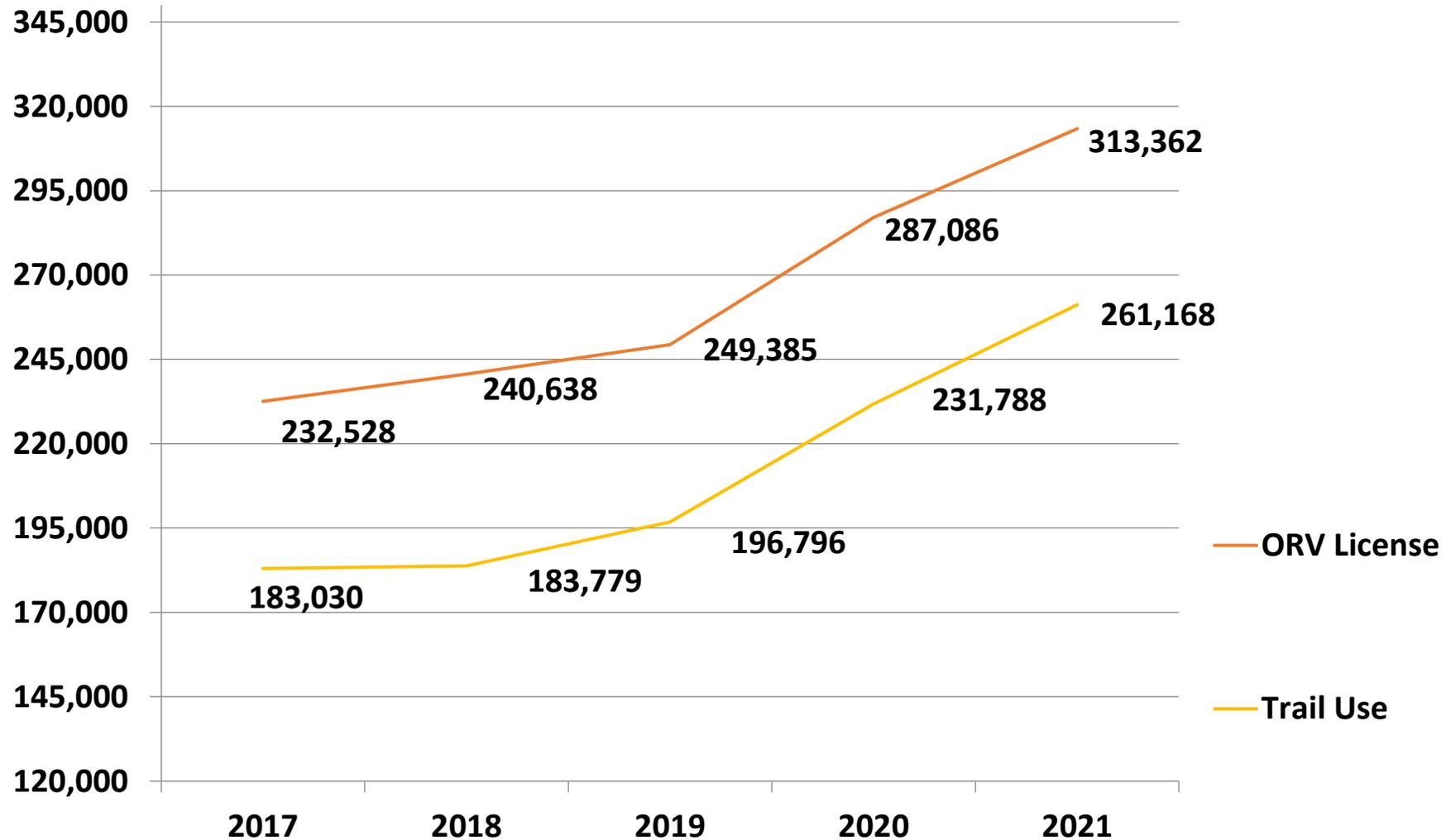
# Waterfowl License Customers



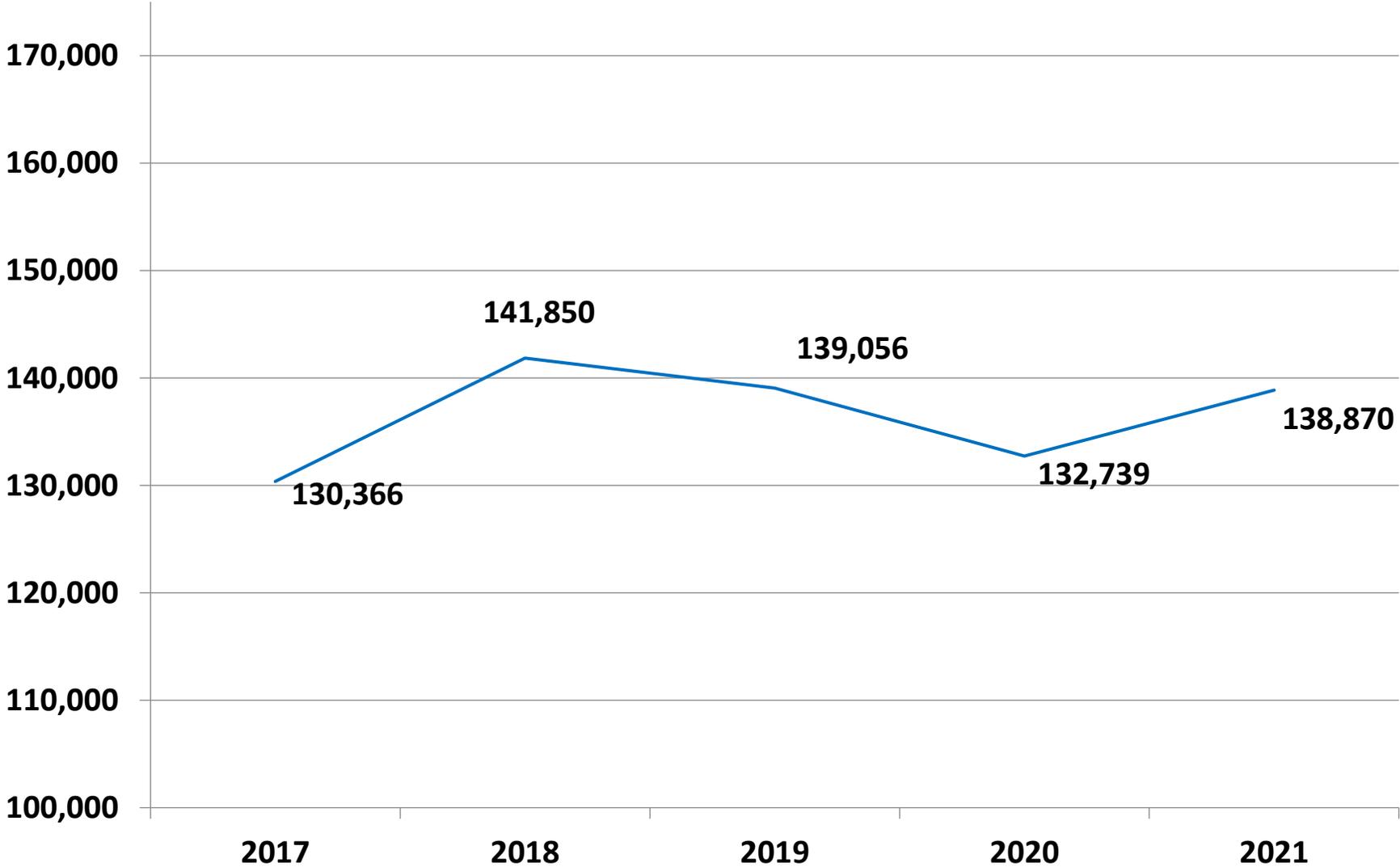
# State Park Camping/Lodging



# ORV and Trail Permits



# Snowmobile Permits





# More access to hunting

- Crystal Waters State Game Area in Monroe County
- Improved access in SW Michigan
  - Mecosta County
  - Ingham County
  - St. Joseph County



# Hunter education

## Get Certified Online!

Take this Michigan-approved course to complete your online hunter safety education. Hunter-ed.com is a delegated provider for the Michigan Department of Natural Resources.

<b>Michigan Department of Natural Resources</b>		
Certificate Number 1119630	Certification Date 4/30/15	
Birth Date 08/22/89	Instructor Hunter Ed	
JOHN HUNTER 123 ANY STREET ANYTOWN, ST 12345-0000 USA		
<b>HUNTER EDUCATION CARD</b>		

Lifetime Card

[Get Started →](#)



# DNR-managed shooting ranges

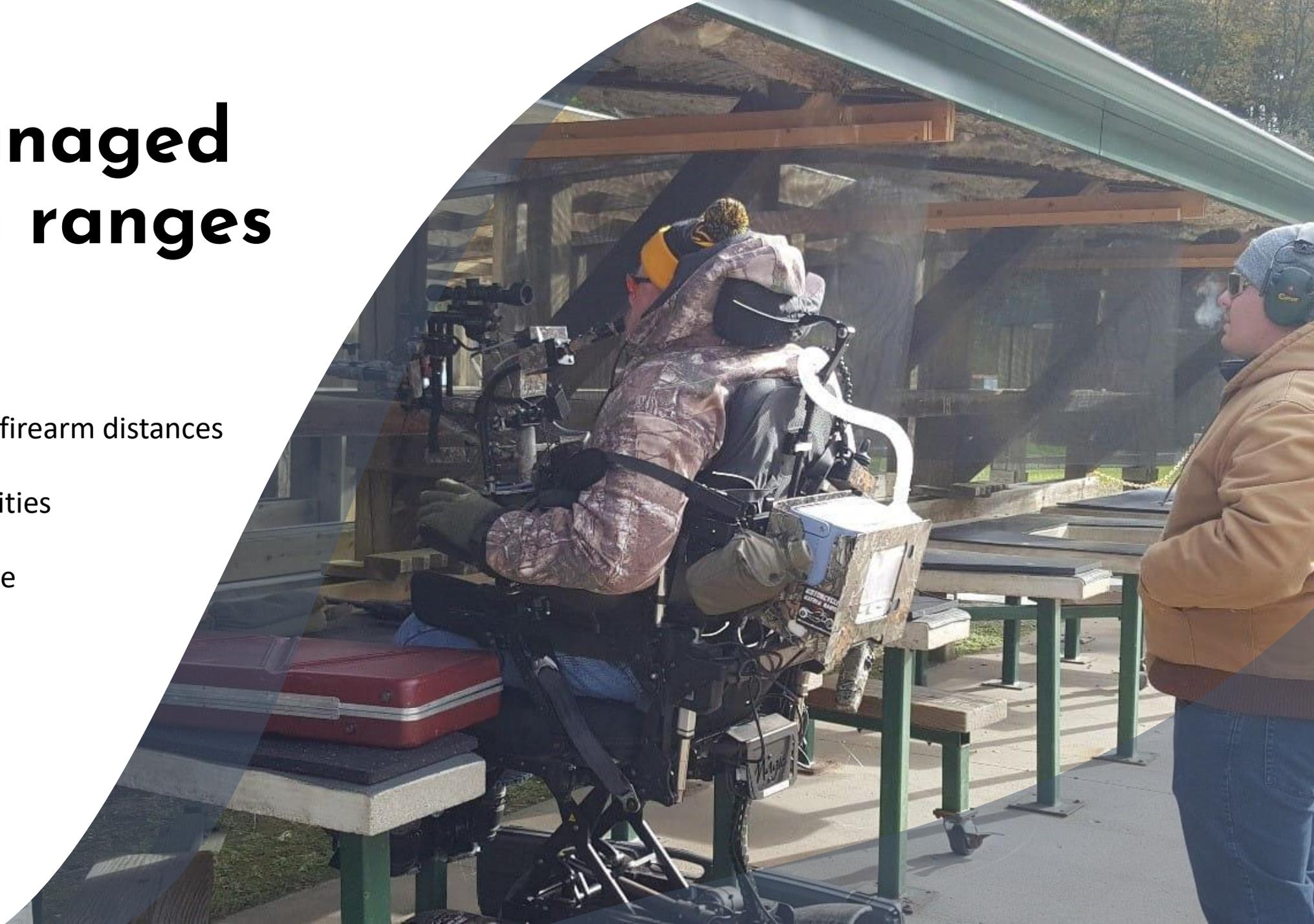
Seven locations

Variety of archery and firearm distances

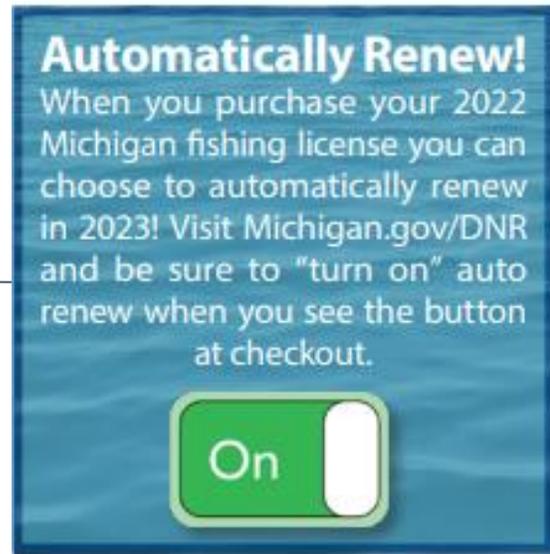
Recreational opportunities

Hunting season practice

Hunter ed classes



# Voluntary auto-renewal



23,000  
customers  
elected to  
automatically  
renew their  
fishing licenses  
in 2021!  
We have  
added more  
licenses for  
2022!

# Marketing Campaigns

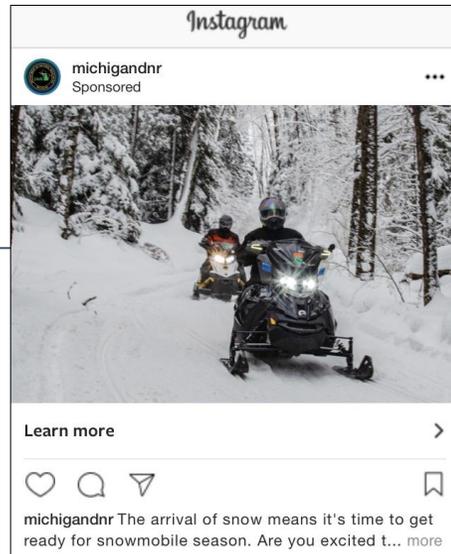


## Fishing

Retain customers that were new in 2020

## Snow/ORV

Encourage participation for new machine owners



## Turkey hunting

Attract nonresidents



## Deer hunting

Retain all customers from 2020

# Recreate Responsibly



## Be a kind visitor

Know your [trail etiquette](#). Follow posted rules. [Keep wildlife wild](#). Be respectful of other people's space. [Leash and clean up after pets](#). BE KIND!

## Build an inclusive outdoors

Foster a welcoming outdoors for all identities and abilities. Smile and say "hi" to people you encounter. [Learn about accessible recreation opportunities](#).

## Know before you go

[Check for closures](#) before heading out. Fishing or hunting? Know the seasons and have any necessary [permits or licenses](#).



## Leave no trace

Respect our lands and waters. Take all trash and recycling out with you. Take steps to [help prevent the spread of invasive species](#). Stay off muddy trails.

## Plan ahead

Pack food, water and hand sanitizer. Cell service may be limited, especially in the woods and waters.

## Play it safe

Choose lower-risk activities and understand [safety guidelines](#). Tell someone where you are going and when you will return. Watch out for ticks.



# Outdoor skills classes

Becoming an Outdoors Woman

Bush Craft, Survival and Wild Edibles Clinic

Flyfishing for Beginners

Hunt Whitetails Naturally

Intro to Wildlife Photography

Learn to Hunt Bear, Turkey

Learn to Ice Fish

Wild Mushroom Clinic

Women 'n Waders



**Thank you**



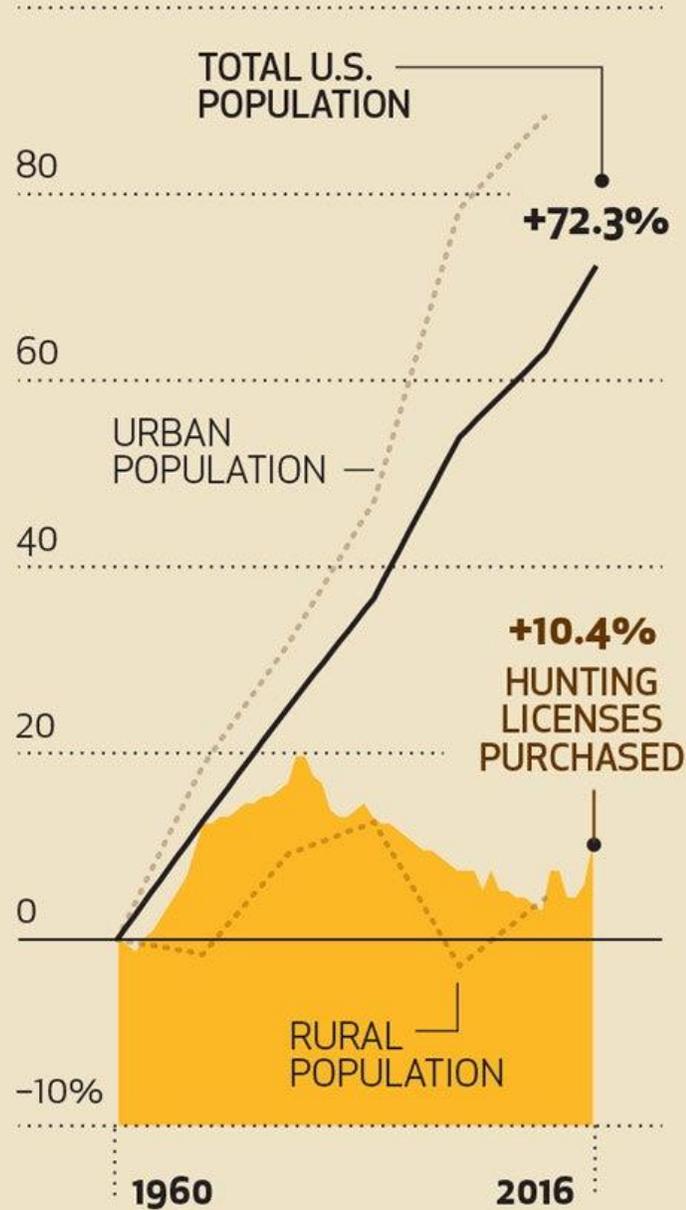
## Annual License Holders

17 million

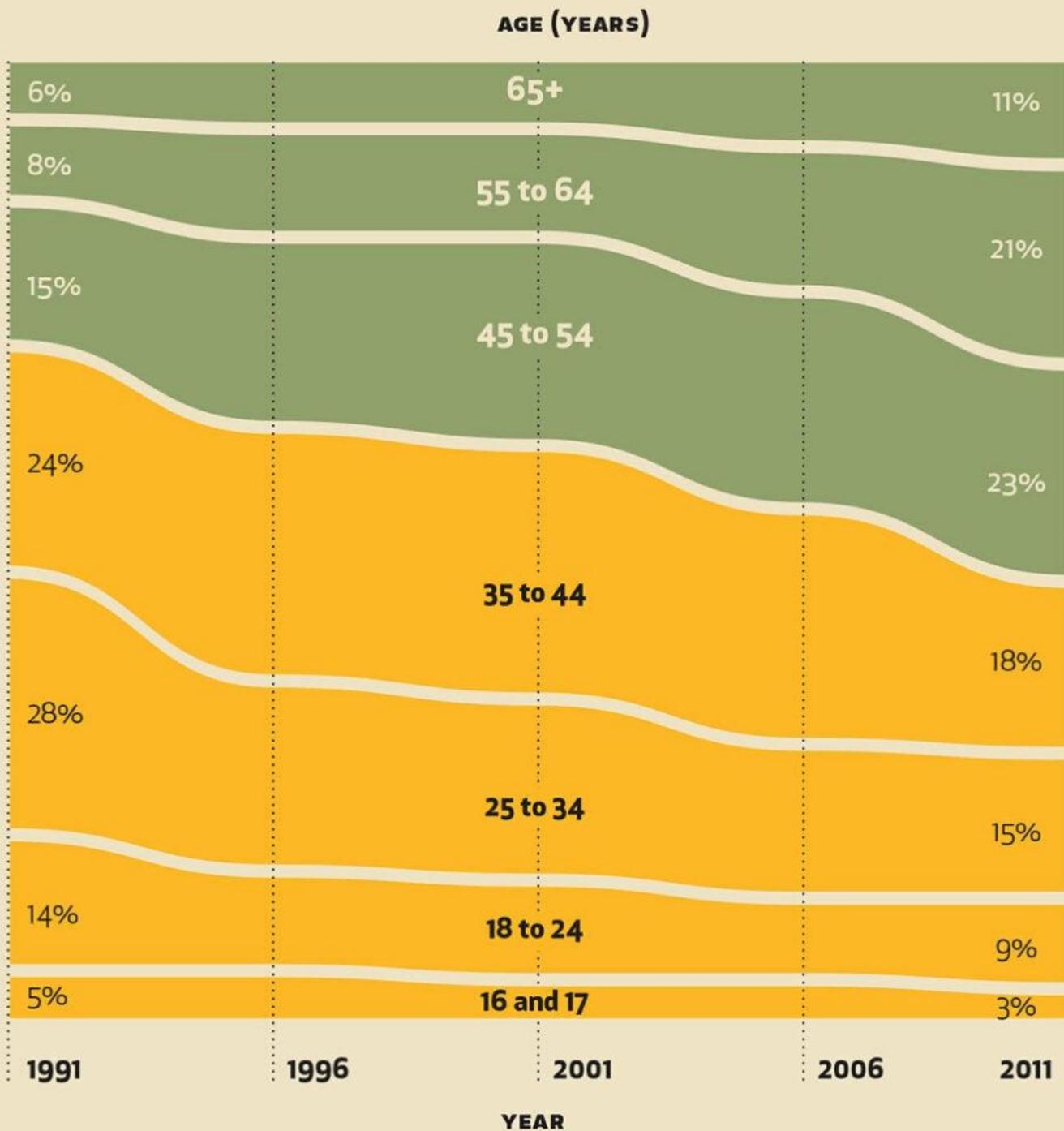


## Percent Change Since 1960

+100%

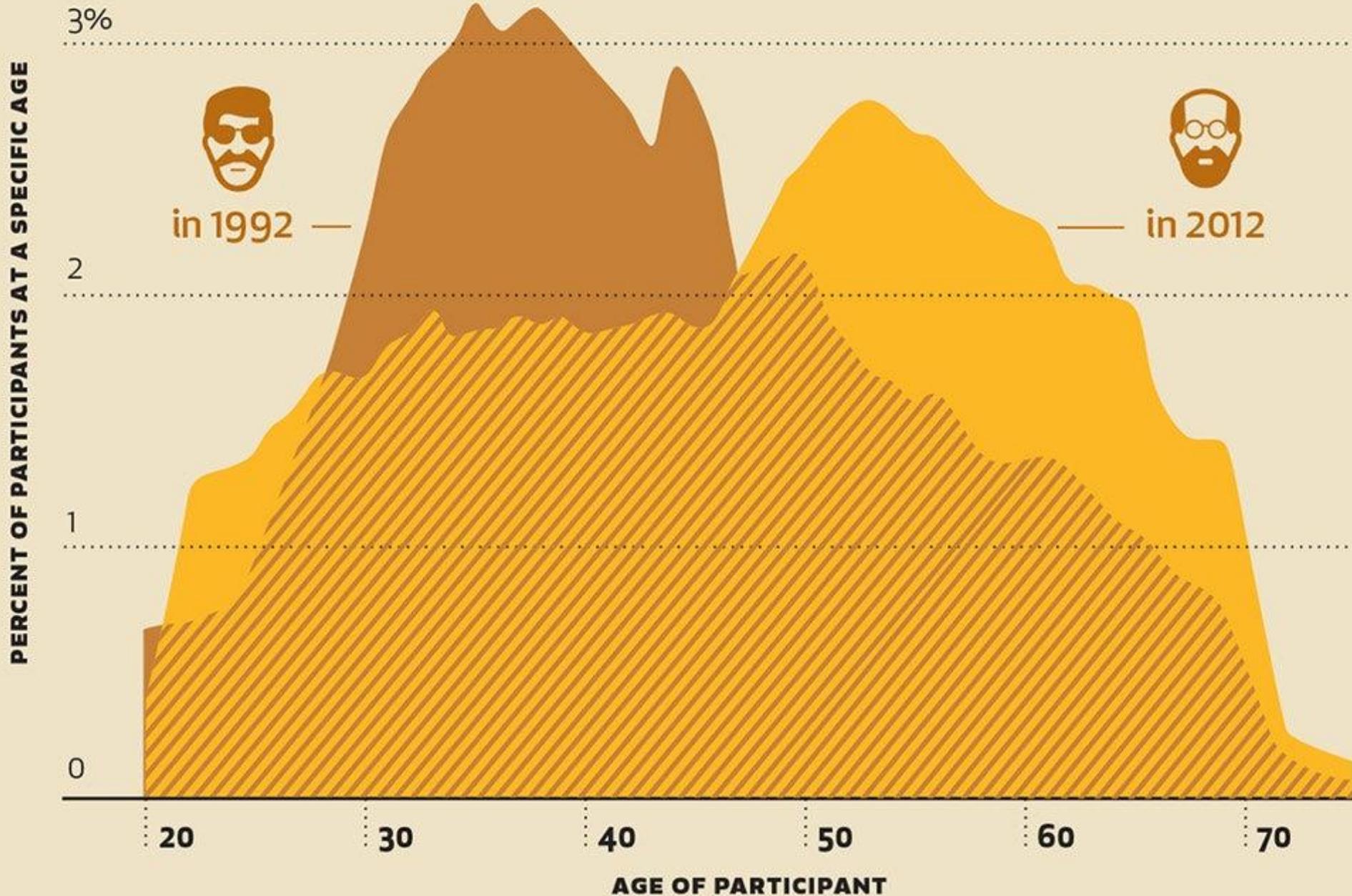


These two graphs reflect the change in hunting license holders over time (left) and those same trends compared to the change in national population trends. The upswing in license holders in the 2000s is attributed to a change in data collection methods. Data from USFW Service



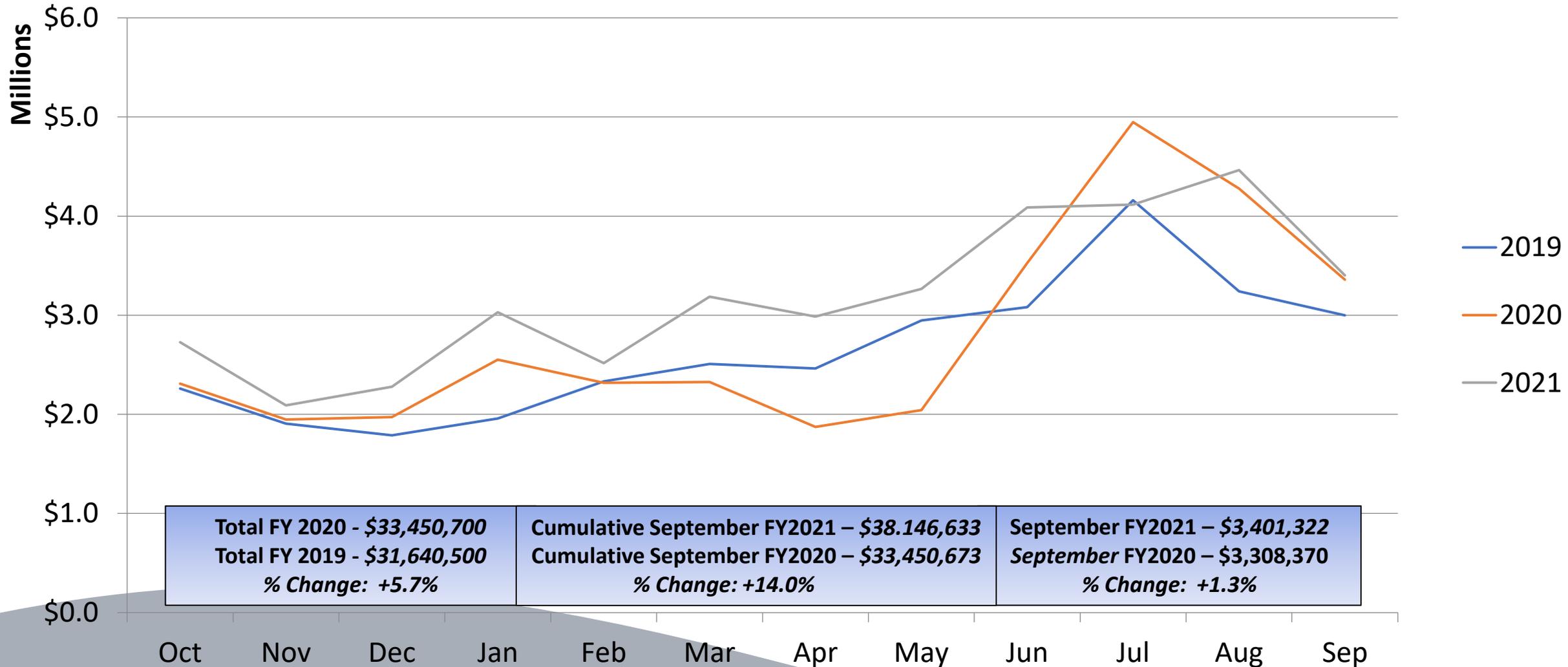
This graph demonstrates the rising age of hunters. The proportion of hunters age 45 and up has increased from 29 to 55 percent since the early '90s (combined green segments). The ratio of hunters age 16 to 44 has shrunk from 71 to 45 percent (yellow segments). The age data from 2016 USFWS surveys was not available.

# Distribution of Hunters by Age in Arizona



This data is specific to Arizona, but it's a good representation of the national trend: [Dr. Loren Chase](#) compiled data in more than 20 states, and nearly all showed this same shift. The two peaks roughly represent baby boomers. As they age, that peak shifts closer to the threshold when most hunters stop buying licenses—age 70.

# Recreation Passport Monthly Revenue



# Belle Isle Average Monthly Attendance

